CLASSIFICATION OFFICE DECISION

Title of publication:	Wicked Camper JLT886
Other known title(s):	Not stated
OFLC ref:	1600221.000
Medium:	Vehicle
Maker:	The Wicked Cult Limited
Country of origin:	New Zealand
Language:	English
Applicant:	Commissioner of Police
Classification:	Objectionable.
Descriptive note:	None
Display conditions:	None
Date of entry in Register:	28 April 2016
Date of direction to issue a label:	No direction to issue a label has been issued
Date of notice of decision:	28 April 2016

Summary of reasons for decision:

'Wicked Camper JLT886' is classified as objectionable in its current form because it promotes and encourages criminal acts. The images and text on the campervan use the well-known children's storybook character, the Cat in the Hat, to present drug use in a subversive manner. The campervan is intended for display to a wide public audience for commercial purposes, both on and off the road. Its availability in public places has the effect of promoting and encouraging the use of illegal drugs, most obviously cannabis, as normal and acceptable. The association of drug use with a favourite childhood character is likely to encourage impressionable children or young teenagers to see drug use as funny and "cool". Viewing drug use openly displayed in public is likely to play a role in the formation of attitudes to illegal substances that would tend to negatively influence the behaviour of young people as they grow older.

The Classification Office has weighed the rights of the owner against the likelihood of injury to the public good if the campervan remains unrestricted. Because of the likelihood of harmful and potentially ongoing effects on young viewers, a classification of R16, which would prevent access by children and young teenagers, has been considered. However, such a restriction would have consequences beyond the intended effect: while harm to older teenagers and adults from

exposure to the vehicle is unlikely, the medium makes it impossible to protect children and younger teenagers without preventing the campervan from being publicly available to anyone.

In classifying the campervan as objectionable, the Classification Office has weighed the rights of the owner against the likelihood of harmful effects on young people who view the images and text dealing with drug use if the campervan remains unrestricted. The right to freedom of expression as set out in the New Zealand Bill of Rights Act 1990 has been considered. The likelihood of injury to the public good arising from the availability of the campervan has been identified. The protection of children and young teenagers from harmful material is paramount in this instance.